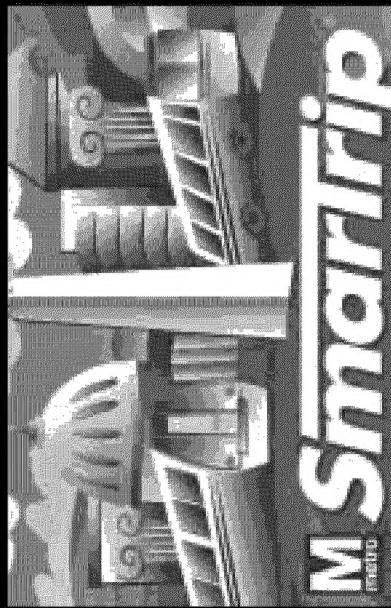


Metro's SmarTrip Card



Washington Metropolitan Area Transit Authority
Smart Card Program Managers Group
July 18, 2000
Presentation for

REPORT DOCUMENTATION PAGE

Form Approved
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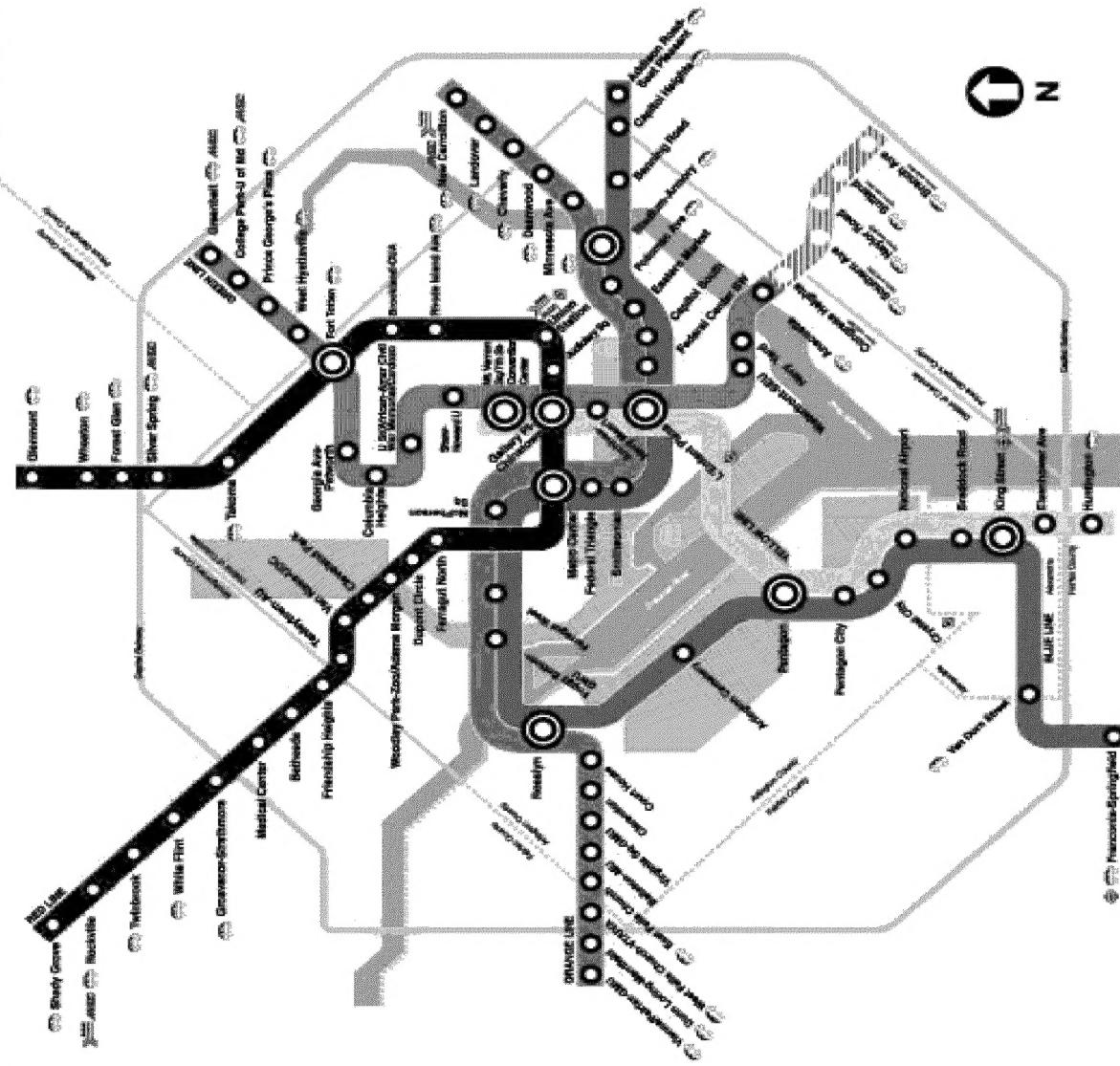
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Standard Form 298 (Rev. 2-89)
Prescribed by ANSI Std. Z39-18
298-102

System Context

- Approximately 3 million in service area
- Daily users
 - ◆ Rail - 300,000
 - ◆ Bus - 235,000
 - ◆ Paratransit - 1,000
- Approximately 1.2 million holders of fare media
- Vehicles
 - ◆ Rail cars - 764; 192 on order
 - ◆ Buses - 1,400
 - ◆ Paratransit - 134 (contractor-owned)

System Map Legend



Types Of Fare Media (pre-SmarTrip)

- Metrorail - Magnetically encoded, stored value farecards
- Metrobus - Electronic registering fareboxes; cash coupons, tokens and tickets; passes
- Parking lots - Cash manually collected by parking attendants; monthly and guaranteed passes

Fare Media Challenges

- **Fare structure flexibility**
 - ◆ Regular and discounted
 - ◆ Distance
 - ◆ Passes
- **Bus and rail**
- **Throughput**
- **Commuter v. tourists**
- **Cost**

The Smart Fares Program

- SmartDeals
- Fare Simplification and Integration
- June 1999

The Smart Fares Program

• SmartLink

♦ Internet Purchase of Fare Media ♦ March 1999

The Smart Fares Program

- SmartCharge
 - ◆ Credit Card Purchase of Fare Media in Vendors
 - ◆ April 1999

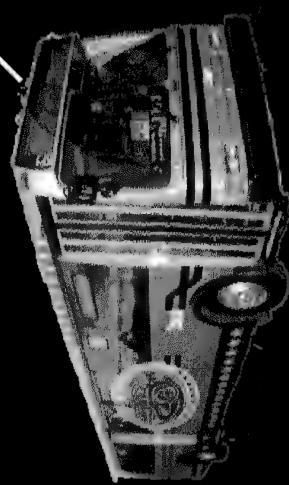
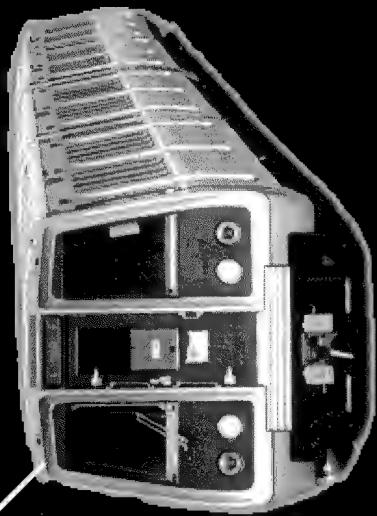


The Smart Fares Program

- SmarTrip
 - ◆ Smart Card
 - ◆ May 1999



APPLICATIONS



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Key Elements of SmartTrip

- Batteryless
- Read/write chip
- Contactless radio frequency transmission
- Unalterable, unique serial number
- Closed system

Why Smart Card Technology?

- Single fare medium; multiple fare types
- More secure than magnetic stripe
- Fast throughput
- May reduce operating and maintenance costs

Why Smart Card Technology? Potential Benefits to Customers

- Single fare medium across modes
- Replacement capability for lost or stolen cards
- Convenience

Smartrip Demonstration

October 1998 to May 1999

- **1500 users - customers and employees**
- **Technical capability/full system test**
- **Customer acceptance/market**
- **Rail system - all stations and mezzanines**
- **Parking lots - all exits**
- **Recordkeeping, tracking**

SmarTrip Roll-out

- Launched May 18, 1999
- Rail system and parking lots
- \$5 per card
- Privacy policy
- Card replacement

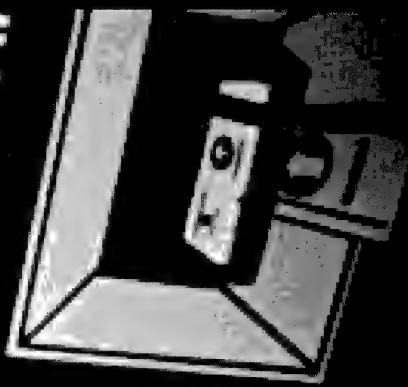


To Purchase
or Multiple

- Go To N
- Follow D



TRADE-
FARECARD



\$

PRESS -
TO DEDUCT VALUE

PUSH TO
RETURN

BUIS
\$45.00

2
INSERT
PAYMENT

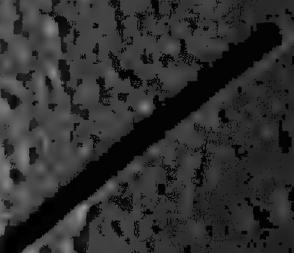
Swiping TARGET



3
TAKE PASS/FARECARDS



INTERACTIVE
TOUCH SURFACE







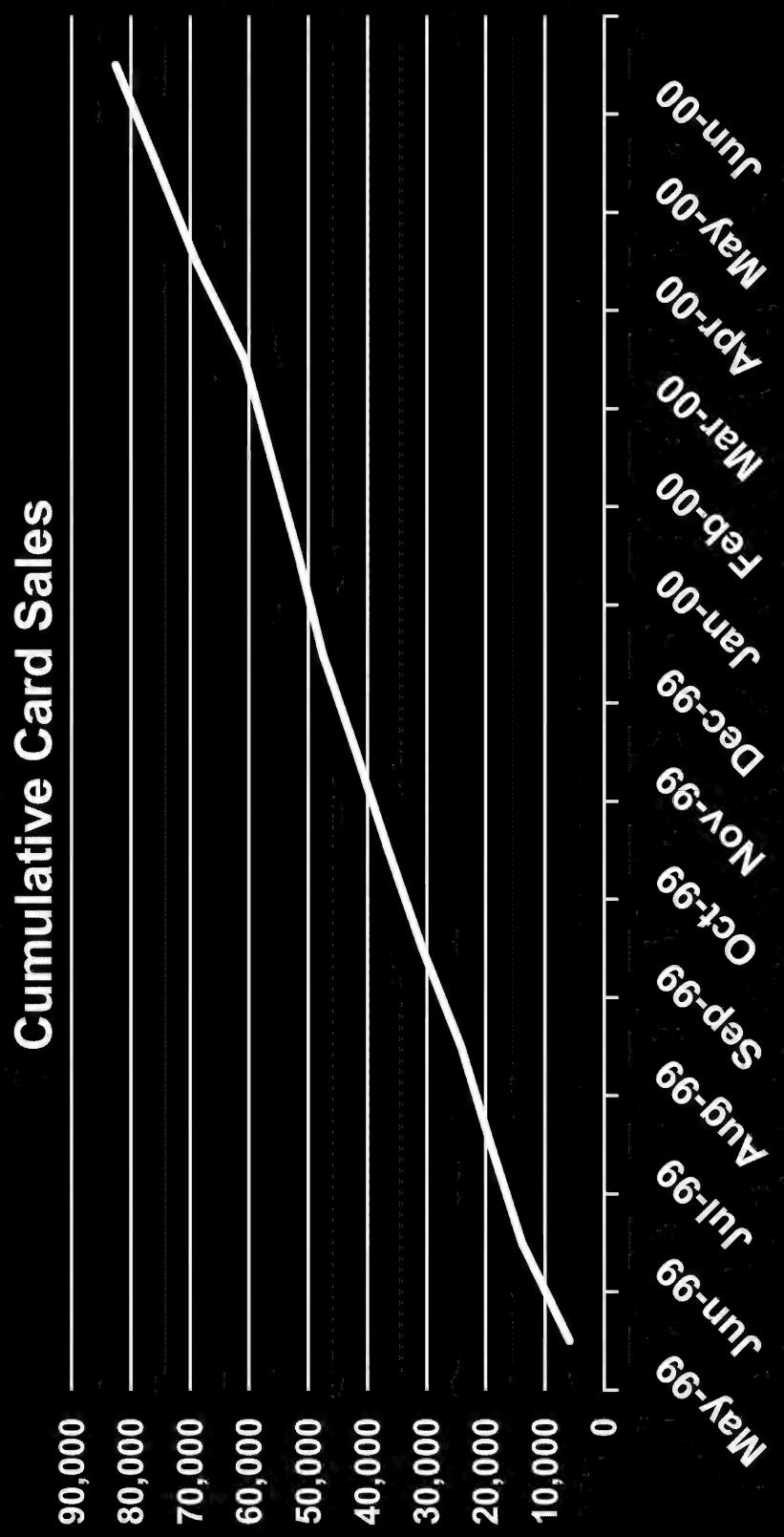








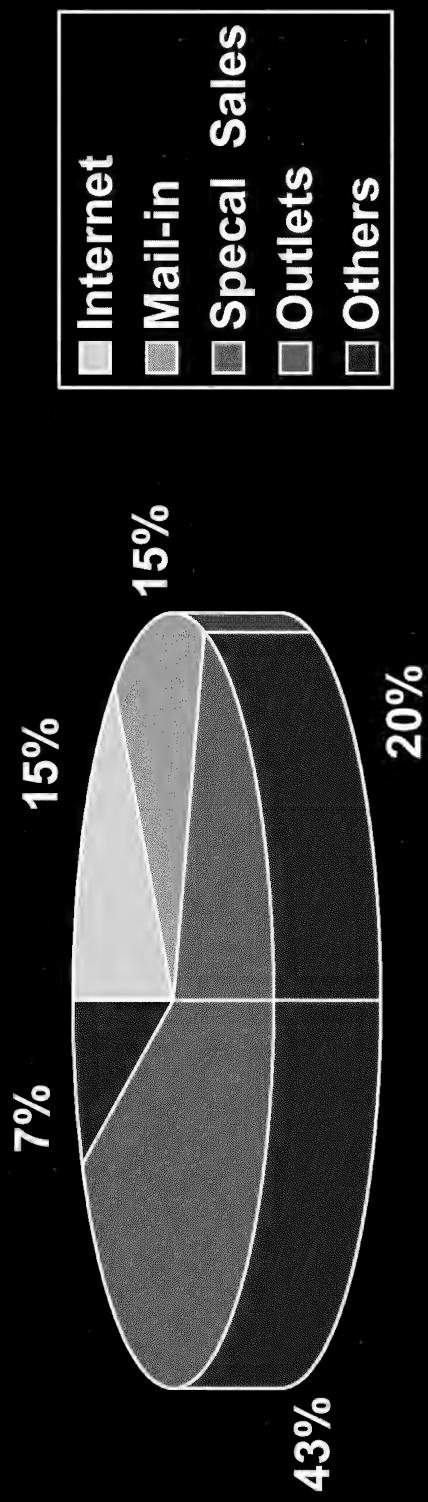
Card Sales



SmarTrip Sales Outlets

- Internet @
- **wMATA-operated sales facilities**
 - **Local government-operated sales facilities**
 - **Special outreach promotional events**
 - **Mail-in brochure available in the system**

Card Sales by Source



Bus Fareboxes

- Procurement underway for regional box
 - ◆ Baltimore and Washington local transit systems
- Accepts
 - ◆ Coin and currency, validator-based
 - ◆ SmarTrip cards
 - ◆ Evaluating magnetic stripe card acceptance
- Fully implemented in 2002
- Regional clearinghouse

Demonstration Programs

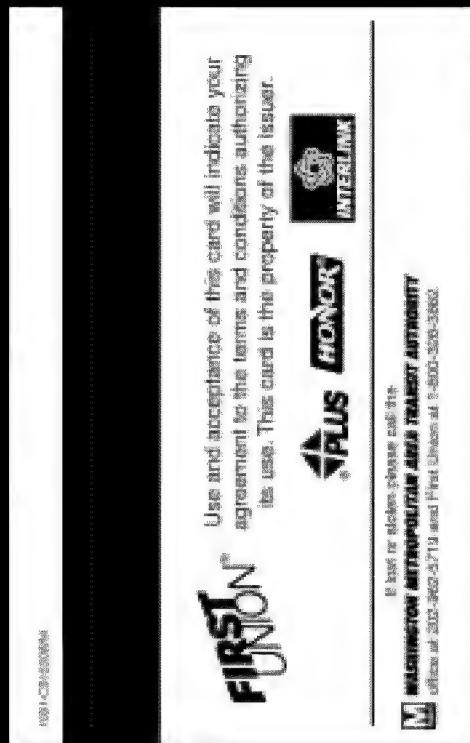
- **First Union/SmarTrip debit and transit card**
 - Approximately 1,000 participants
- **General Services Administration - ID and transit card**
 - Approximately 100 initial participants
- **Proposal for FTA's EPS demonstration program**
 - 14 private and public partners
 - Single card for transit, tolls, parking and retail

First Union Demonstration

• Debit card and transit card



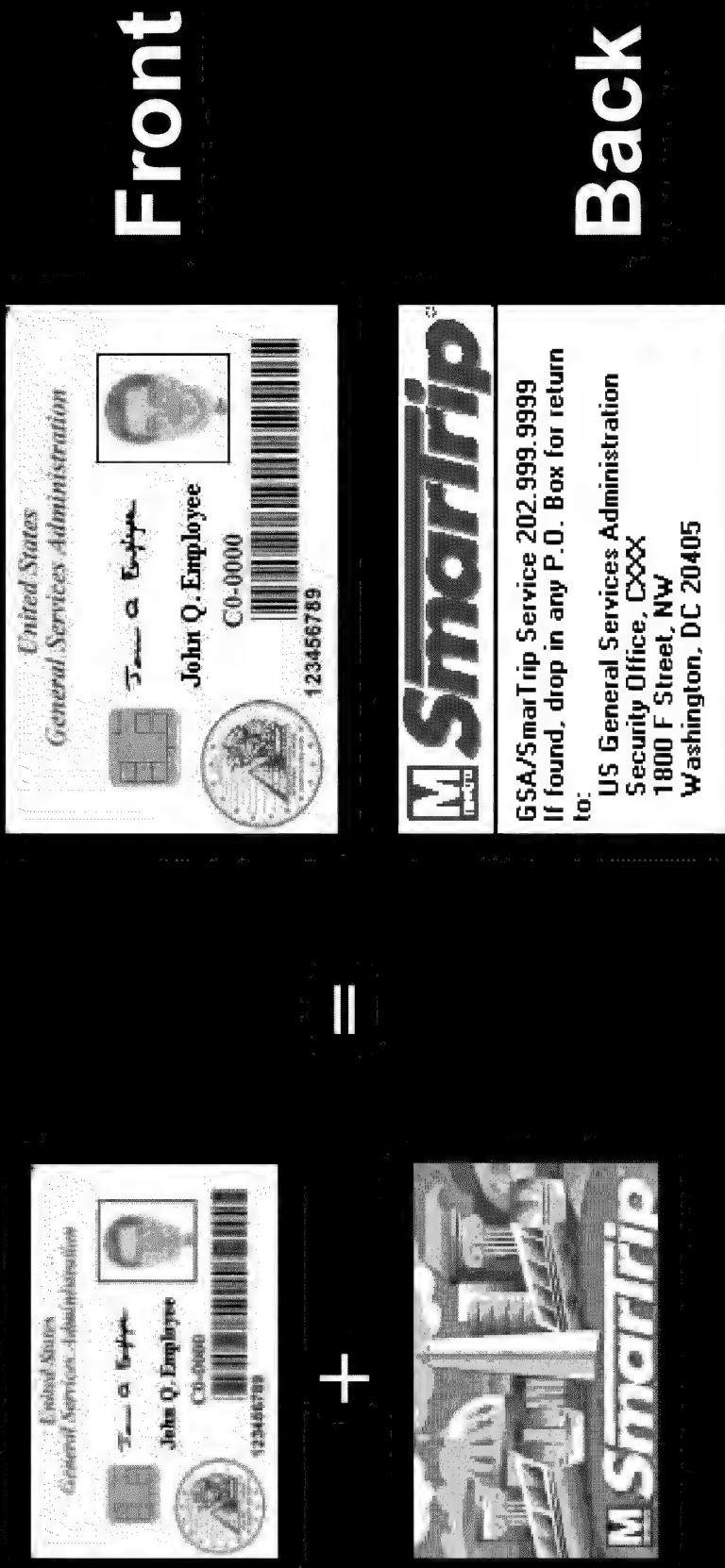
Front



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General Services Administration

- Federal ID and transit card



Near Term Enhancements

- Employer transit benefits
- Replenishments from credit account
- Customer loyalty program
- Passes
- Fair Fares

Potential Joint Applications

- Federal government
- Universities
- Government benefit programs
- Private industry

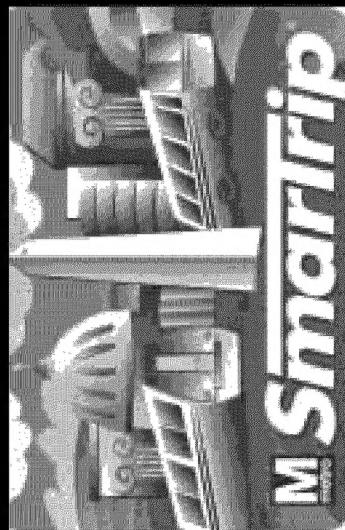
The Future

Metrorail

Metrobus

Metro Parking

Convenience
Stores



Fast Food

Restaurants

Movie Theatres

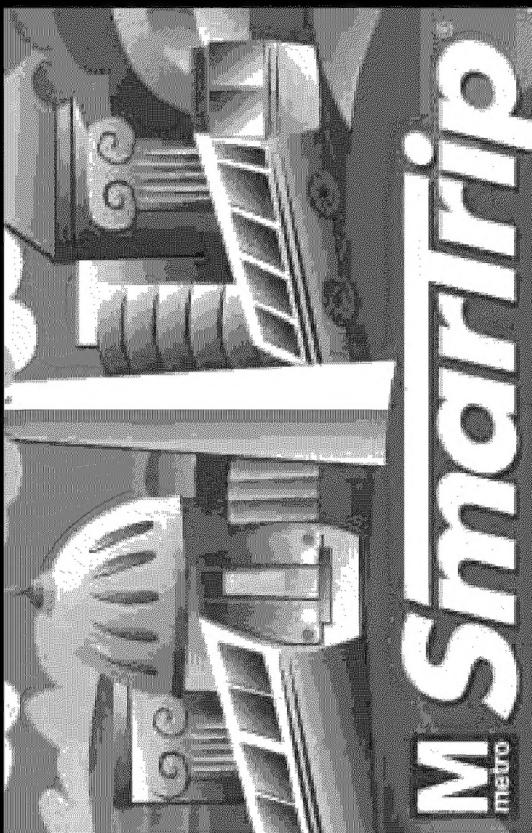
Sports Arenas

Toll Roads

Gasoline
Stations

Vision

- Create single card universal payment system
- Accepted throughout the region
- Good on transit, tolls and parking
- Expand acceptance to non-transit environments
 - ◆ Retail
 - ◆ Public benefit programs
 - ◆ Personal identification
- Design system to encourage use of transit, improve operations and foster public/private partnerships



Washington Metropolitan Area Transit Authority

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